



**West Valley City  
National Night Out:  
America's Night Out Against Crime  
August 2013**

Throughout the month of August, West Valley City will join thousands of communities nationwide for the 30th annual National Night Out crime and drug prevention program. In 2012 we estimate that over 8,000 residents participated in events sponsored by the City or held in neighborhoods. The City sponsored, planned and hosted four safety fairs held throughout the month. Thirty-four known block parties were held in various neighborhoods around the City. Finally, the City was involved with fifteen neighborhood watch meetings, trainings and public speaking engagements. For NINTH consecutive years the National Association of Town Watch has recognized West Valley City as a National leader for communities with populations between 100,000 - 299,000.

**2013 planning includes:**

Monday, August 5	Kickoff Event & Safety Fair	Utah Cultural Celebration Center	5:30 to 8:00 pm
Tuesday, August 6	Neighborhood Block Parties	Locations vary	Times vary
Saturday, August 10	Neighborhood Meet-Up	Council District 4	9:00 to 11:00 am
Fri & Sat Aug 16 & 17	Police Safety Fair	Valley Fair Mall	1:00 to 6:00 pm
Monday, August 19	Family Safety Fair	Family Fitness Center	4:00 to 6:00 pm
Tuesday, August 20	Senior Safety Fair	Harman Senior Recreation Center	11:00 am to 12:00 pm
Wednesday, August 21	Community Seminar - Eyes & Ears: What to Look For, Current Trends	City Hall	6:30 to 8:00 pm

Other events, meetings and appearances as requested.

2012 was an amazing year. Community sponsors graciously stepped forward to support these events making this West Valley City tradition even stronger! With continued support of community-conscious sponsors, the West Valley City National Night Out program will provide meaningful crime prevention education opportunities to the residents of West Valley City. In the following pages of this sponsorship packet you will find detailed information about how you, as a sponsor, can receive maximum benefits and exposure.

If you have any questions or require assistance, please do not hesitate to contact me.

Sincerely,

Craig D. Thomas  
West Valley City, Assistant Director of Public Relations & Neighborhood Services  
(801) 963-3285  
craig.thomas@wvc-ut.gov





## HELPFUL INFORMATION ABOUT WEST VALLEY CITY

### Target Audience:

- ALL residents of West Valley City

### Goals:

- Heighten crime and drug prevention awareness;
- Generate support for, and participation in, local anticrime programs;
- Strengthen neighborhood spirit and police-community partnerships; and
- Send a message to criminals letting them know that neighborhoods are organized and fighting back.

### West Valley City Demographics:

- 129,480 citizens, Utah's second-most populous city (2010 Census)
- 38,978 households (2010 Census)
- 50.4% male; 49.6% female (2010 Census)
- Median age: 29.3 years old (2008 Census)
- 59.1% of the population is married (2008 Census estimate)
- 53.7% of the population is Caucasian, 33.1% of the population is Hispanic or Latino, 4.9% is Asian (2010 Census)
- Median household income is \$56,500 (2008 Census estimate)

### Estimated Outreach (difficult to estimate attendance and impact at Valley Fair Mall event):

- 2011 - 6,000 to 8,000 residents
- 2012 - 8,000+
- 2013 - 8,000 to 10,000 (goal)

### Admission Cost:

- ALL events are FREE

### Websites of interest:

- [www.wvc-ut.gov/nno](http://www.wvc-ut.gov/nno)
- [www.wvc-ut.gov/neighborhoods](http://www.wvc-ut.gov/neighborhoods)
- [www.natw.org](http://www.natw.org)





## 2013 SPONSORSHIP LEVELS

### PLATINUM LEVEL SPONSOR \$2,500

- Logo giveaways used at events (selected by staff)
- Logo included on five sponsors banners located throughout West Valley City
- Logo included on sponsors poster at ALL events and block parties
- Table at Kick-off and Police Safety Fair events
- Handout of any promotional materials/coupons in block party event packets (due 07/26)
- Logo and link on the sponsor web page

### GOLD LEVEL SPONSOR \$1,000

- Logo included on sponsors poster at ALL events and block parties
- Table at Kick-off and Police Safety Fair events
- Handout of any promotional materials/coupons in block party event packets (due 07/26)
- Logo and link on the sponsor web page

### SILVER LEVEL SPONSOR \$500

- Handout of any promotional materials/coupons in block party event packets (due 07/26)
- Logo and link on the sponsor web page

### BRONZE LEVEL SPONSOR \$100

- Logo and link on the sponsor web page

NOTE: Due to necessary deadlines for ordering products, Platinum Level sponsorship may not be available after **June 15, 2013**.





WEST VALLEY CITY

Unity Pride Progress

Office of Public Relations & Neighborhood Services

## 2013 SPONSOR INFORMATION FORM

Sponsor Name:

Sponsor Address:

Sponsor Website:

Sponsor Contact:

Contact Email:

Contact Phone Number:

Contact Cell Number:

Type of Sponsor: ☐ Corporate ☐ Family ☐ Individual

Donation Level: ☐ Platinum ☐ Gold  
☐ Silver ☐ Bronze

Payment Method: ☐ Check (made payable to West Valley City: National Night Out)  
☐ In kind donation (please describe market value)

PROVIDE LOGO IN PDF, JPG and EPS Vector formats AT TIME OF PAYMENT.

Please send completed information form, payment and logo to:

West Valley City  
attn: Craig Thomas  
3600 South Constitution Boulevard  
WVC, UT 84119

